

# THE Bulletin

September 22, 2016

News and information for the Wisconsin newspaper industry

## Bennett named to WCCA committee

BY JAMES DEBILZEN  
Communications Director

An advisory board that will examine policy issues for the state's online court records system will include representation from the Wisconsin Newspaper Association.

WNA Executive Director Beth Bennett has been named a member of the Wisconsin Circuit Court Access Oversight Committee, which meets for the first time at 9:30 a.m. Sept. 27 in Conference Room 150A at the Risser Justice Center in Madison (120 Martin Luther King Jr. Blvd.).



Beth Bennett

The meeting is open to the public.

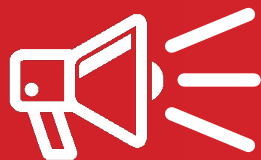
The 25-member committee – comprised of state legislators, judges, court clerks, law enforcement officials and media professionals – is tasked with examining how long cases should appear on the court record website and whether case documents should be made available through WCCA.

"Discussion on these topics is expected to lead the Committee to many other important considerations about WCCA, but it is clear that in the intervening years since the last WCCA Oversight Committee the website continues to generate concerns about personal privacy for individuals with records on WCCA that must be addressed," wrote J. Denis Moran, director of state courts, in an invitation letter to committee members.

The committee is expected to meet six times between Tuesday's initial meeting and May 2017.

This is the third time the WCCA Oversight Committee has convened. The committee was created in 2000 to help determine what court records would be made available through WCCA. In 2005, the committee reconvened to examine access questions, added clarifying language to make case information more understand-

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### The contest website is live!

Submit your entries for the WNAF Better Newspaper Contest

[www.betternewspapercontest.com/wna](http://www.betternewspapercontest.com/wna)



## Download materials for National Newspaper Week

This year marks the 76th anniversary of National Newspaper Week Oct. 2-8. The annual observance celebrates and emphasizes the impact of newspapers on communities large and small.

Materials for National Newspaper Week will be available for download at [www.NationalNewspaperWeek.com](http://www.NationalNewspaperWeek.com) beginning Friday, Sept. 23.

The content kit will contain editorials, editorial cartoons, promotional ads and more; all available for download at no charge to daily and non-dai-

ly newspapers across North America. National Newspaper Week is sponsored by Newspaper Association Managers, Inc., the consortium of North American trade associations representing the industry on a state and provincial, regional and national basis.

This year's theme is "Way to Know!" The aim is to applaud and underscore newspaper media's role as the leading provider of news in print, online or in palms via mobile devices.

**PLAN TO CELEBRATE** National Newspaper Week by

downloading these materials and devoting as many column inches as possible to reinforce the importance of newspapers to your communities.

**MAKE IT LOCAL** by editorializing about your newspaper's unique relevance. This can be about your government watchdog role, coverage of community events, publication of timely public notices, etc.

Since the principle is timeless, the materials, new and archived, remain on the website and accessible year-round as a continuing resource.

## AG joins overtime complaint

Labor rule would double salary threshold on Dec. 1

Wisconsin Attorney General Brad Schimel on Tuesday joined a bipartisan coalition of 21 states in filing a federal court complaint challenging the United States Department of Labor's new overtime rule.

The DOL ruling released

in May increases the threshold for salaried workers who qualify for overtime pay from \$23,660 to \$47,476. If the new rule takes effect as planned on Dec. 1, it will require most employees who otherwise qualify for the exemption from the overtime rules, but earn less than \$47,476, to begin punching a clock. In addition to their regular salary, employers will be required to pay them time-and-a-half

for the hours they work that exceed 40 in a workweek.

The Wisconsin Newspaper Association Board of Directors and the National Newspaper Association have gone on record in opposition to the salary threshold increase.

The complaint (<http://bit.ly/2cHsknS>) urges the court to prevent the implementation of the new rule before it

See **COMPLAINT**, Page 3

## Statement of Ownership deadline approaching

Oct. 1 is the deadline for paid distribution newspapers to file the Statement of Ownership, Management and Circulation form (PS Form 3526) with your postmaster.

Remember that paid electronic subscriptions may be included as circulation in postal statements. A paid subscriber, electronic or print, may only be counted once. A print subscriber with free access to the electronic version of your paper cannot be counted as a paid e-Subscriber. To be considered a paid electronic subscriber, the subscriber must pay more than a nominal rate for the subscription.

After filing, you must publish your statement according to the following timetable, depending on frequency of publication:

- Publications issued more frequently than weekly should publish no later than Oct. 10. This applies to dailies, semi-weeklies and three-times-per-week publications.

- Publications issued weekly, or less frequently, but not less than monthly, publish by Oct. 31. This applies to weeklies.

- All other publications publish in the first issue after Oct. 1. This applies to infrequent publications such as quarterlies, bi-monthlies, etc.

### DOWNLOAD FORMS

- All publications except requestors: [about.usps.com/forms/ps3526.pdf](http://about.usps.com/forms/ps3526.pdf)

- Requester publications: [about.usps.com/forms/ps3526r.pdf](http://about.usps.com/forms/ps3526r.pdf)

- Additional forms can be found at: <http://about.usps.com/forms/periodicals-forms.htm>

For more information, go to the Domestic Mail Manual on USPS.com:

[http://pe.usps.com/text/dmm300/dmm300\\_landing.htm](http://pe.usps.com/text/dmm300/dmm300_landing.htm)

# Industry News

## Among Friends

### The Sheboygan Press

**Leah Ulatowski**, education watchdog reporter for The Sheboygan Press, has been promoted to the top editor position with the news organization.

Ulatowski graduated from Lakeland College (now University), where she was editor-in-chief of the award-winning Mirror newspaper. After an internship with the Fond du Lac Reporter, Ulatowski joined The Press in December.

Ulatowski replaces former editor of The Press, **Jason Smathers**, who left the company in August.



Leah Ulatowski

time of the Janesville Craig vs. Janesville Parker high school football game.

Fagerli called local high school games for more than 35 years before retiring in January. Wedeward retired in 2011 after 46 years at the Gazette, 39 of those as sports editor.

### Capital Newspapers

**Brock Fritz** is ready to take his spot on the sideline after joining the Capital Newspapers staff as a regional sports reporter.

Fritz is an experienced local sports reporter who was most recently the sports

and general news reporter at the Dunn County News, a twice-weekly newspaper in Menomonie.

Fritz is familiar with the area, having grown up in Oregon, Wis., and attending the University of Wisconsin-Madison. After graduating from the UW in 2012 with Bachelor of Arts degrees in journalism and economics, he spent a year as a sports assistant at the Wisconsin State Journal.

### Democrat Tribune, Mineral Point

The Dodgeville Chronicle and Democrat Tribune welcomed **Sara Lomasz Flesch** of Mineral Point as editor of The Democrat Tribune.

Flesch succeeds **Stephanie Bennett-Brokopp**, who joined the Democrat Tribune in February and will continue to cover the Mineral Point City Council and School Board and contribute features.

A resident of Mineral Point since 2014, Flesch grew up in Florida and holds degrees in journalism and Russian from the University of Illinois at Urbana-Champaign and a master's degree in Russian from the University of Arizona. She spent 10 years working in newsrooms in St. Petersburg and Moscow, Russia; St. Petersburg, Fla.; and Tucson, Ariz., before working in human resources in Arizona and Wisconsin in the minerals and nonprofit arts sectors.

Since 2012, Flesch has published Voice of the River Valley, a free monthly arts and culture magazine covering the Lower Wisconsin and Sugar-Pecatonica river valley communities.

### Juneau County Star-Times, Mauston

**Erica Dynes** has been named the new sports and news reporter for the Juneau County-Star Times.

Dynes is a recent graduate of Wartburg College in Waverly, Iowa. She was a part of Wartburg's track and field team finishing her career as a four-time All-American sprinter for the Knights. She was also a part of the 2014 Women's Division III Outdoor Track and Field National Championship Team.

In addition, during her senior year of college, she served on the student newspaper

as assistant sports editor. She received two awards at the Associated Collegiate Press Best of the Midwest Regional Journalism Awards Convention for Fourth Place Best Editorial/Commentary and Third Place Best News Photo.

Dynes is a native of Kewanee, Ill.



Erica Dynes

### Watertown Daily Times

**Ed Zagorski** has joined the news staff of the Watertown Daily Times.

Zagorski began his new duties as a general assignment reporter this month. He is doing general assignment reporting and photography and will have an emphasis on Dodge County news.

Zagorski, who has a bachelor's degree in communications from Cardinal Stritch University, currently resides in Mayville. He has past journalism experience in the news departments of several other newspapers, including the Dodge County Pioneer in Mayville, Baraboo News Republic and the News Graphic of Cedarburg.



Ed Zagorski

## News Briefs

### Voting ends Sept. 30 for photo showcase

Voting in the Wisconsin News Photographers Association's August 2016 Showcase ends Friday, Sept. 30. Photos in the showcase were submitted by WNPA members. Vote on your favorite on Facebook by liking the image. The image with the most likes by Sept. 30 will be featured on the WNPA website, [www.wnpaonline.com](http://www.wnpaonline.com). To vote, visit <http://bit.ly/2cRyFyj>.

### Attorney General launches newsletter

The Wisconsin Department of Justice and the Office of the Attorney General is now offering a monthly e-newsletter. "With this newsletter, we hope to give citizens a monthly reminder of all the things they should know about DOJ," Attorney General Brad Schimel wrote in the first newsletter. "From press releases to podcasts to monthly advisories on public records questions we hope you will come to know DOJ as an agency that has resources for everyone." To subscribe to the e-newsletter, visit <http://bit.ly/2cSfQJr>. To view the most recent issue, visit <http://bit.ly/2cptbf5>.

### Deadline approaching for MPI seminars

Journalists have until Monday, Sept. 26, to sign up for the first of two Mid-America Press Institute seminars on digital reporting. The first Digital Reporting seminar will be held Wednesday, Sept. 28, at The Daily Herald, 155 E. Algonquin Road, Arlington Heights, Ill. Mike Reilly, Google News Labs Trainer and MediaShift.org Business Development Director, will lead the day-long seminars on digital news gathering, mobile reporting and data analysis and visualization. To register, email MPI Executive Director John Ryan at [jmryan@eiu.edu](mailto:jmryan@eiu.edu). Registration is \$25 and includes lunch. A second seminar will be held Monday, Oct. 17, at the St. Louis Post-Dispatch.

### Summit spotlight: FOIA at 50

The nation's capital and the 50th anniversary of the signing of the Freedom of Information Act will serve as backdrops for the 2016 FOI Summit. The National Freedom of Information Coalition (NFOIC) and the D.C. Open Government Coalition (DCOGC) will convene the summit Oct. 7-8 at the Dupont Circle Hotel in Washington, D.C. Registration is \$125. One-day registration is available for Oct. 8 for \$75, as well as luncheon-only registration for \$50. For more information and to register, visit <http://www.nfoic.org/2016-foi-summit>.

### The Gazette, Janesville

Former Gazette Sports Editor **Dave Wedeward** and former WCLO/WJVL Sports Director **Al Fagerli** became permanent fixtures of the local sports scene on Sept. 16 in Janesville when the press box at Monterey Stadium was named the Wedeward-Fagerli Press Box.

A ceremony was held at half-



Dave Wedeward



Brock Fritz

# THE Bulletin

Published weekly by the staff of the Wisconsin Newspaper Association

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Created by and for Wisconsin's newspapers, WNA exists to strengthen the newspaper industry, enhance public understanding of the role of newspapers, and protect basic freedoms of press, speech and the free flow of information.

### BOARD OF DIRECTORS

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# Industry News

## Free Member Content

This weekly free content, accessible at <http://tinyurl.com/WNAfreecontent>, is available for use at no cost to WNA members.



The Wisconsin Center for Investigative Journalism has made available the fifth piece of a seven-part series of stories exploring major voter issues leading up to the Nov. 8 election.

\*\*\* This fifth package is embargoed for release until 12:01 a.m. Central time, Sunday, Sept. 25, 2016 \*\*\*

In this fifth story, "White American Voters," News21 reporters Emily Mills, Jimmy Miller and Lian Bunny visited Ohio, Kentucky, Pennsylvania and Tennessee to investigate the shift of some white rural voters who traditionally vote Democratic to Republican presidential candidate Donald Trump. What they found was that in economically depressed areas, where coal mines and factories have closed, many white voters are looking to Trump to solve their region's financial troubles.



Lake Geneva, a quaint city in Wisconsin's southeast, is known for its summer fun, but there's no place like Lake Geneva in the fall. **Discover Wisconsin** explores its rich history, fun family activities and those burnt orange, bright yellow and flaming red shades reflecting in Geneva Lake.



**WISTAX Facts** says Wisconsin residents are less likely to move than residents of other states. During 2012-14, 2.6 percent of the U.S. population on average moved each year from one state to another, compared to only 1.9 percent for Wisconsin.



## Matt Pommer State Capitol Newsletter

In his State Capitol Newsletter, WNA columnist **Matt Pommer** says the leaked release of hundreds of documents has revived interest into the legal and political controversies surrounding the John Doe investigation of Wisconsin's recall elections. Pommer, known as the "dean" of State Capitol correspondents, has covered government action in Madison for 35 years, including the actions of eight governors – Warren Knowles, Pat Lucey, Martin Schreiber, Lee Dreyfus, Tony Earl, Tommy Thompson, Scott McCallum and Jim Doyle.

## COMPLAINT

Continued from Front Page

takes effect.

"The federal overreach we continue to see is not a Republican vs. Democrat issue, which is demonstrated by the bipartisan coalition of states fighting this rule," Schimmel said in a written statement. "Wisconsin, and every other state, must be able to set their own priorities and policies, and not be forced to take directive from an unchecked Washington D.C. bureaucracy attempting to establish unprecedented power." On March 13, 2014, Pres-



Brad Schimmel

ident Obama ordered the Department of Labor to revise the Fair Labor Standards Act's overtime exemption for executive, administrative and professional employees – the so-called "white collar" exemption – to account for the federal minimum wage. On May 23, 2016, the Department of Labor issued the final new overtime rule.

The new rule also contains a ratcheting mechanism to automatically increase the salary-level threshold every three years without going through the standard rule-making process required by federal law.

In addition to Wisconsin, other states who joined the filing include Alabama, Arizona, Arkansas, Georgia, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Michigan, Mississippi, Nebraska, Nevada, New Mexico, Ohio, Oklahoma, South Carolina, Texas and Utah.

## WCCA

Continued from Front Page

able and limited access to some data, such as birth date information.

### COMMITTEE MEMBERS

- **J. Denis Moran** – Director of State Courts
- **Sara Ward-Cassady** – Deputy Director of State Courts for Court Operations
- **Jean Bousquet** – Chief Information Officer, Wisconsin Court System
- **Judge James Babler** – Barron County Circuit Court
- **Judge Thomas Gritton** – Winnebago County Circuit Court
- **Judge Richard Sankovitz** – Milwaukee County Circuit Court
- **Judge John Storck** – Dodge County Circuit Court
- **John Barrett** – Milwaukee County Clerk of Circuit Court
- **Peggy Feuerhelm** – Pierce County Clerk of Circuit Court
- **Taavi McMahon** – Trempealeau County District Attorney
- **Sheriff Brett Oleson** – Badger State Sheriffs' Association President, Juneau County Sheriff

- **Theresa Russell** – Washington County Clerk of Circuit Court
- **Rep. Robin Vos**
- **Sen. Van Wanggaard**
- **Beth Bennett** – Executive Director, Wisconsin Newspaper Association
- **Patrick Brummond** – District Court Administrator, Seventh Judicial Administrative District
- **Raymond Dall'osto** – Gimbel, Reilly, Guerin & Brown, LLP
- **Reserve Judge Jean DiMotto** – Of Counsel, Nistler Law Office, S.C.
- **Chief Michael Koval** – City of Madison Police
- **Bill Lueders** – President, Wisconsin Freedom of Information Council
- **Gregg Moore** – President, Wisconsin Counties Association
- **Theresa Owens** – District Court Administrator, Fifth Judicial Administrative District
- **Adam Plotkin** – Legislative Liaison, Office of the State Public Defender
- **Michelle Vetterkind** – President, Wisconsin Broadcasters Association
- **Wisconsin Department of Justice Representative** – TBD

## WNA LEGAL HOTLINE

Keep this number handy: (800) 362-2664

The WNA Legal Hotline means help is just a phone call away!

WNA-member editors and reporters may call toll-free to ask an attorney for immediate help when they face challenges to Freedom of Information (FOI) principles.

Ad staff may also use the Hotline when questions arise about the legality of an ad.

Need assistance that's not necessarily legal in nature? Be sure to call on WNA staff at (800) 261-4242!

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## NEWSMEMORY

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# WNA Sponsored Training

## Poynter.

A global leader in journalism

### Sensemaking Summit

**Saturday, Oct. 1 | 9 a.m. to 2 p.m.:** The Poynter Institute is offering a free training opportunity. Called the "Sensemaking Summit," the event is intended to help journalists better understand how to bring clarity to political promises, data, scientific claims and other information in the public arena. It takes place from 9 a.m. to 2 p.m. on Oct. 1 at the Madison Marriott West, 1313 John Q Hammons Drive, Middleton. Registration is open until Sept. 26. More information is available at <http://about.poynter.org/training/in-person/sense4-16>.



**ATTENTION WISCONSIN JOURNALISM STUDENTS AND ADVISERS:** Is there an Online Media Campus webinar you'd like to take? The WNA Foundation will sponsor your registration! Contact Jana Shepherd at [jshepherd@inaneews.com](mailto:jshepherd@inaneews.com) to register.

### InDesign Efficiencies

**Friday, Sept. 30 | 1-2 p.m.:** Knowing the tricks of the trade will make your life as a designer easier, and help cut valuable time from your daily workload. Joe Greco, GateHouse Media's director of creative development, will offer up tips on how to use InDesign, and answer questions from the field. Reg-

ister here: <http://www.onlinemediacampus.com/2016/08/indesign-efficiencies/>

### Election Coverage – Are You Ready?

**Thursday, Oct. 6 | 1-2 p.m.:** Michael Toeset, editor of GateHouse Media's Briefing 2016 website, and Tim Schmitt of GateHouse Media's Newsroom Development team will discuss coverage plans for election night, as well as some great digital tools you can use to provide readers with the best experience. Register here: <http://www.onlinemediacampus.com/2016/08/election-coverage-ready/>

### Tools For Live Reporting

**Thursday, Oct. 13 | 1-2 p.m.:** Live coverage is the latest mobile and social trend to help journalists reach new audiences. Sports journalists can connect with fans via live, play-by-play broadcasts on internet radio. Reporters can enhance their storytelling on Facebook Live with a solid list of "best practices" and tools like Mevo. And SnapChat's My Story can be used to create flip book style visuals with the latest details pushing your story to the top of followers feeds. In this session we will concentrate on best practices and using cost effective tools to get the most out of live coverage. Register here: <http://www.onlinemediacampus.com/2016/08/live-tools-draft/>

### Prospecting That PAYS

**Friday, Nov. 11 | 1-2 p.m.:** This session provides a proven prospecting methodology that not only creates sales opportunities, but is also easily implemented and enjoyable. It will provide guidance on proactively preparing a sales strategy each month and determining your individual "magic prospecting number" to achieve your goals and give yourself a raise. You will learn how to successfully approach prospects in a manner that opens doors, and keeps them open, even if prospects initially tell you they are not interested. This session is a must for those who sell, and those who lead sales teams! Register here: <http://www.onlinemediacampus.com/2016/09/prospecting-pays/>

**LocalMedia**  
association

**For the month of October, LMA is holding a 'State Association Partner Appreciation Month.' Members of partner state press associations (including the WNA) can attend LMA's six webinars for FREE during the month! Register for all LMA webinars at <http://localmedia.org/webinars>**

### Knowing Your Customers Business – The Key to Selling Value

**Tuesday, Oct. 4 | Noon to 12:30 p.m.:** There is a wide range of tools available today to help understand your customer's business BEFORE you walk in the door. While a needs analysis

is a nice goal, many businesses just don't have the time to go through this process with every sales rep. We will show you how to come prepared, and get the most out of your customers to help grow their business.

### Follow the Money: What's Hot in Digital Products and Services

**Thursday, Oct. 6 | Noon 12:30 p.m.:** We'll take a look at the three biggest revenue drivers for most digital agencies. This webinar offers guidance on what percentage of revenue they typically comprise, how they're priced, and the ROI of each. Other big up-and-coming revenue drivers will be explored as well.

### Building Sales Momentum through Coaching

**Wednesday, Oct. 12 | Noon to 12:30 p.m.:** The purpose of this webinar session is to teach managers how to build and maintain sales momentum through coaching. You'll learn best practices and key strategies on how to: Communicate the vision to your team; Create the right path to your sales goal; Develop your coaching action plan; Conduct more effective team meetings; Utilize 1-on-1 coaching sessions to optimize sales performance.

### The Real Revenue Drivers in Social Media Management

**Thursday, Oct. 13 | Noon to 12:30 p.m.:** We've all heard of Facebook, Digg, Pinterest, LinkedIn, Swarm, Instagram, Google +, and Twitter, but "where's the beef?" Which of these platforms work best for advertisers, and how are companies pricing the nebulous "social media management" category?

### Reinventing the Needs Assessment Through Smart Automation

**Thursday, Oct. 20 | 3-3:30 p.m.:** Kelly Benish will take you on a journey through a new way to prospect. This reinvention of the C.N.A. (customer needs assessment) will be fueled by auditing the client website, social presence, competition, media spend, contact information, geography and other key points of interest.

### Key Trends in Mobile Advertising

**Tuesday, Oct. 25 | Noon to 3 p.m.:** We are now in the middle of the mobile-advertising years but the industry is quickly preparing for its next evolution. No longer is mobile marketing the "cost per install" market it was in the past. The big pivot in the ad-tech space is the rapid pace that brand dollars are now entering the ecosystem. Hang on, because these trends are approaching fast and you can't afford to be left in their trails.

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# Free Member Exchange

## Help Wanted

**OUTSIDE SALES ACCOUNT EXECUTIVE** - Customized Newspaper Advertising, the sales affiliate of the Wisconsin Newspaper Association seeks a professional, goal-oriented and self-motivated outside sales account executive that can consult with current clients and agencies in Wisconsin and secure new clients. The sales account executive will primarily sell print and digital advertising on behalf of member newspapers and digital sites in Wisconsin and across the country, prepare presentations for clients, and provide clients and advertising agencies with the information necessary to place advertising in member newspapers and digital sites. The ideal candidate will have a minimum of five years of outside sales experience, a bachelor's degree and exceptional communication and presentation skills. The ideal candidate will have a passion for clients, be able to nurture and build relationships, provide exceptional customer service and be digitally savvy. Some travel is required, with minimal overnight trips. Your earning potential has no limit and we provide an outstanding benefits package and work environment. Customized Newspaper Advertising (CNA) serves as a one-stop shop for national newspaper and digital planning and placement solutions. CNA facilitates multi-newspaper and digital media buys by providing current advertising rates, audience information, and demographic data in markets in a single state, regionally or nationally. CNA provides a one-buy, one-bill service from a qualified, experienced and customer-focused staff! If interested please send resume and cover letter to [beth.bennett@wnanews.com](mailto:beth.bennett@wnanews.com)

**MANAGING EDITOR** - The Lodi Enterprise and Poynette Press, a weekly newspaper, is looking for an experienced and versatile journalist to join and lead our editorial department. We are looking for a well-rounded, experienced journalist. Some nights and weekends are required and community involvement is a must. The editor should have solid news experience, be eager to write, be able to shoot digital photos and videos, and have experience with newspaper layout. The editor should also be experienced in publishing breaking news stories on the Internet and be familiar with publishing news online. Creative Cloud experience a plus. Both publications are online and dedicated to keeping our readers informed as much as possible. Please send resume, clips and salary history to [spedit@hng-news.com](mailto:spedit@hng-news.com) or Hometown News LP, P.O. Box 645, Sun Prairie, WI 53590. (1013)

**JOURNALIST** - The Daily News, a publication of Conley Media and located in West Bend, Wis., is looking for a journalist to fill a full-time newsroom opening. If you care about providing Washington County with timely, interesting

and accurate news, you belong here. Hours vary and include some nights, weekends and/or holidays. The person will have a number of responsibilities, including covering the local courts, plus school beats. We are a mid-sized daily so there is an opportunity to cover a wide range of interesting news. We are looking for someone who can come up with story ideas in a flash, write intriguing articles, won't miss a deadline, has top-notch organizational skills and knows how to work a camera. Candidates must have a journalism degree. Conley Media is an EOE offering health, dental, flex, 401(k), PTO and more! Email your cover letter, resume and samples of your work to [hrd@conley.net](mailto:hrd@conley.net). (1013)

**REPORTER** - Reporter wanted to cover news and sports for southern Wisconsin newspaper. We are an award-winning, family owned, independent weekly newspaper in Edgerton. Edgerton is a beautiful community located near Wisconsin's third largest lake, Lake Koshkonong and along Rock River. Reporter will cover city and township government meetings, the Fire District, police and sheriff reports, general news, assist sports editor with stories and take sports photos. We do investigative journalism. Salary compensate with experience (Range: \$29,000 to \$39,000). Qualified candidates send resume or letter of experience and clips to Diane Everson, Publisher, The Edgerton Reporter, 21 N. Henry St., Edgerton, WI 53534. Phone: 608-884-3367. Email is [publisher@edgertonreporter.com](mailto:publisher@edgertonreporter.com). It is fine to send materials by email. (1006)

**FREELANCE SPORTS WRITER** - Freelance writer wanted to cover sporting events for the Edgerton Reporter. If you enjoy writing about sports we would like to talk with you. Contact Diane Everson, publisher, 608-884-3367 or [publisher@edgertonreporter.com](mailto:publisher@edgertonreporter.com) (1006)

**SPORTS REPORTER** - The Pierce County Herald in Ellsworth WI, part of RiverTown Multimedia and Forum Communications Co., has an opening for a full-time reporter who would cover sports. The right candidate will be responsible for generating sports content for multiple platforms under daily deadlines to serve web and print readership. He or she will be responsible for producing video, developing and contributing to broader RiverTown Multimedia reporting projects, utilizing social media sites and contributing to multimedia content. **ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:** Receives assignments and develops own ideas into relevant sports and news content; Covers all breaking sports news with urgency and accuracy with the goal of always being first to report important, accurate, developing news on our digital platforms, including a heavy focus on video from scenes; Follows prescribed editorial style and format standards, for multiple platforms; Shares stories to FCC properties

and collaborates with others on stories of regional interest; Stays attuned to local, regional and state issues and their effects on local communities; Attends sports events as assigned; Collaborates with the newsroom's visual and design teams to ensure stories are presented to readers in the best possible way; May assist with page layout.; Use video, cellphone and camera equipment in reporting of stories; May be responsible for blog content and contributes to relevant social media accounts; Other duties as assigned. For more information about the position, or to apply, visit [https://www.appone.com/MainInfoReq.asp?R\\_ID=1379212](https://www.appone.com/MainInfoReq.asp?R_ID=1379212) (1006)

**REPORTER** - Are you looking for a challenging place to build your journalistic skills and advance your career? Do you have college newspaper or internship experience? Whether you are a new graduate or a veteran journalist looking for a new home we'd like to hear from you as we recruit for a promising teammate at our award-winning newspaper, known for investigative work and team in-depth reporting. This is an immediate opening and we're in a hurry to get it filled. We value high energy, enthusiasm and a positive, team-driven competitive fire for excellence. On-the-job training is available for candidates who bring that level of commitment but need more seasoning to grow and excel. We offer the opportunity to join an experienced, solid team in a news-rich environment, along with outstanding quality of life near Chicago, Milwaukee, Madison and Rockford. Competitive pay and benefits; equal opportunity employer. The successful candidate is required to pass a pre-employment background check as a condition of employment. Respond with cover letter, resume, clips, references and salary history to Editor Bill Barth, Beloit Daily News, 149 State St., Beloit, WI 53511, or [bbarth@beloitdailynews.com](mailto:bbarth@beloitdailynews.com). (0922)

**SPORTS PAGE DESIGNER** - The Janesville Gazette has an exciting opportunity for a Sports Page Designer. Newspaper page design experience, expertise with QuarkXpress or InDesign, ability to work under pressure on deadlines and excellent communication skills are preferred. This full-time position will require night and weekend availability. The award-winning Janesville Gazette offers a competitive starting wage, medical, dental and life insurance, flexible spending accounts, LTD insurance, paid leave benefits, and 401(k). To apply, send resume, cover letter and salary requirements to: The Gazette, Attn: HR Department, P.O. Box 5001, Janesville, WI 53547-5001 or [humanresources@blissnet.net](mailto:humanresources@blissnet.net) (0922)

**REPORTER** - Lake Country Publications, a group of weekly community newspapers based in Waukesha County, Wisconsin is accepting resumes and work samples for a full-time General

Reporting position. We plan to fill this position with an energetic journalist with solid reporting and writing skills who can produce quality copy. The ability to meet deadlines is critical. We are searching for a motivated, productive individual to provide news coverage for our suburban communities. The ability to write engaging stories and a local column expected. We also expect our staff to serve as an ambassador for our newspapers and web sites in the community. Bachelor's degree, preferably in Journalism, newspaper experience, including college programs, preferred. Must be able to communicate and work effectively with internal and external customers, staff and supervisor. Must have demonstrated writing and reporting skills. Skills in photography, video, audio and social media (especially Twitter and Facebook) helpful. Due to the creative nature of this position, work samples are required to be considered for this role. Please include either your website where samples can be viewed or attach a document to your profile (you will be prompted to do this). Mailed submissions are not accepted and cannot be returned. Send resume and writing samples to: [ssattler@gannett.com](mailto:ssattler@gannett.com) (0922)

## Seeking Work

**Posted July 2016**  
**Evan Halpop** - Reporter/photographer

**Posted June 2016**  
**Blake Gumprecht** - Former journalist seeking editor position or weekly to buy

**Posted April 2016**  
**Chris Walker** - Opinion writer

**Posted March 2016**  
**Phillip A. Humphries** - General assignment reporter/investigative reporter/feature writer

## Give Away



**FREE TO A GOOD HOME** - Bunn string-tyer with two spare spools. Operates well. Pick-up at River Falls Journal, 2815 Prairie Drive, River Falls. 715-821-7537.

## FREE FOR MEMBERS

**There is no charge for WNA members to place ads in the Free Member Exchange.**

WNA's Free Member Exchange features "Help Wanted," "Give Away" and "For Sale" ads submitted by WNA member newspapers. The Free Member Exchange is updated frequently and available online on the [Employment page](#) in the Industry Resources section of the WNA website and also distributed through a weekly email, sent to more than 800 subscribers with an interest in the Wisconsin newspaper industry.

Members may submit ads via email to: [James.Debilzen@wnanews.com](mailto:James.Debilzen@wnanews.com). Member-submitted ads will appear on this page for four weeks and are included when Bulletins are distributed.

WNA members may also list help wanted and internship ads in the Iowa Newspaper Association Bulletin at no cost. Send your ad to [jhulbert@inaneews.com](mailto:jhulbert@inaneews.com)

Ads from non-members are 25 cents per word with a \$50 minimum per month of publication.

## Submit your resume

If you are seeking work in the Wisconsin newspaper industry and would like to have your resume included, please:

- E-mail your name, the type of position you're seeking (i.e., editorial, advertising, business, etc.), and your resume in PDF (preferred) or Microsoft Word.

- Include "Resume" in the subject line of your e-mail.

Your resume will remain online for up to three months, unless you request removal sooner.

The Wisconsin Newspaper Association reserves the right to decline resumes, and is not responsible for inaccurate resume information sent by applicants.